

DATE: November 30, 1955

D O D G E
 DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL PRICE BULLETIN

"LA FEMME" STYLING
CUSTOM ROYAL LANCER (2-DOOR)

TO ALL DODGE DIRECT DEALERS (EXCEPT IN THE STATE OF TEXAS):

Effective with initial shipment of the "La Femme" styled Custom Royal Lancer (2-Door) the Factory Retail Price at Factory, Detroit, Michigan, Wholesale Price at Factory, Detroit, Michigan and the Distribution, Excise, and Handling Charge for the "La Femme" Styling are as follows:

	<u>Factory Retail</u>	<u>Factory Wholesale</u>	<u>D.E.H.</u>
"La Femme" Styling..... (Specify Trim Code #546 on Car Order)	\$ 135.00	\$ 102.60	\$ 10.30

"La Femme" Styling includes the following:

Specially designed Regal Orchid Jacquard Interior Fabrics.
 Headlining - Misty Orchid flecked with Gold.
 Gold Cordagrain Seat Bolsters.
 Rain Coat, Rain Hat, and Umbrella in Misty Orchid flecked with Gold.
 Convenience Pockets - back of front seats.
 "La Femme" Name Plate in Gold on Front Fenders and Glove Box Door.

All cars in "La Femme" Styling will be painted in Deluxe Two-Tone Regal Orchid - upper, and Misty Orchid - lower, at the regular charge for Deluxe Two-Tone Paint Styling. Specify code #176 in Color Column on Car Order.

The foregoing Retail and Wholesale Prices do not include any State and/or Local Taxes, Distribution, Excise and Handling Charge, or Transportation Charges.

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
 Vice President and
 General Sales Manager
 DODGE DIVISION

B BULLETIN

NO: J10

DATE: December 22, 1955

D O D G E
DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL PRICE BULLETIN

"D500"

CUSTOM ROYAL 2-DOOR LANCER

CUSTOM ROYAL CONVERTIBLE

CORONET V-8 CLUB SEDAN

TO ALL DODGE DIRECT DEALERS (EXCEPT IN THE STATE OF TEXAS):

Effective with the initial shipments, Factory Retail Price at Factory, Detroit, Michigan, Wholesale Price at Factory, Detroit, Michigan, and the Distribution, Excise, and Handling Charge on the Dodge "D500" Passenger Cars listed below are as follows:

	<u>Factory Retail</u>	<u>Factory Wholesale</u>	<u>D. E. H.</u>
"D500" Custom Royal Lancer 2-Door.....	\$ 2599.00	\$ 1974.75	\$ 207.90
"D500" Custom Royal Convertible.....	2803.00	2130.25	223.40
"D500" Coronet V-8 Club Sedan.....	2276.50	1730.00	183.40

(Specify "D500" in Remarks Column on Car Order)

Equipment of the "D500" Cars includes the following:

260 HP. 9.25 to 1 Compression V-8 Engine With:
Four-Barrel Carburetor - With 1-3/16 Venturi
Hemispherical Combustion Chambers
Camshaft (#1731594), Optional (#1732555)
Double Rocker Shafts
Large Valves - 18% Larger
High Load Valve Springs
Mechanical Valve Tappets
Double Breaker Distributor with Ballast Coil
Dual Exhaust (Low Restriction)
Rear Springs - Lowered 1 1/2" (1675690)
Front Springs (1630161)
Shock Absorbers 1" (1673485 - Front) (1556511 - Rear)
Twelve Inch Center-Plane Hydraulic Brakes - 37% Larger
Steering Knuckles and Steering Arms (1633060 - 1) (1674498 - 9)
Wheels - 5 1/2 K Rim - 4 1/2" Bolt Circle
"500" Medallion of Crossed Checkered Flags

REFER TO DODGE CONFIDENTIAL PRICE BULLETIN B-J1 OCTOBER 7, 1955 FOR ADDITIONAL OPTIONS AND ACCESSORIES.

The foregoing Retail and Wholesale Prices do not include any State and/or Local Taxes, Distribution, Excise, and Handling Charges, or Transportation Charges.

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
Vice President and
General Sales Manager
DODGE DIVISION

January 12, 1956

Supplement to
B Bulletin J10
Dated December 22, 1955

D O D G E
DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL PRICE BULLETIN

TO ALL DODGE DIRECT DEALERS (EXCEPT IN THE STATE OF TEXAS):

OPTIONAL EQUIPMENT - D500

Supplementing "B" Bulletin J10 dated December 22, 1955, the following is available optional equipment on new 1956 Series Dodge D500 Passenger Cars.

	Factory Retail	Factory Wholesale	D.E.H.
Goodyear Blue Streak Nylon Tubeless Tires - White Side Wall			
6 ply. 7.60x15.....	\$191.25	\$145.25	\$14.60
Gas Tank - 20 gal. (#1553998).....	2.40	1.80	.20
Chassis Parts Group.....	52.75	40.00	4.10
Includes: Front Wheel Control Arm Ass'y. complete with brakes (#1732248) (#1732249)			
Rear Axle - 8-1/4" ring gear dia.			
(Specify one of the following axle ratios):			
3.54 (#1670730).....	4.10 (#1670733)		
3.73 (#1670731).....	4.30 (#1670734)		
3.90 (#1670732).....	4.78 (#1670735)		
Wheels - 15x6 L rims - 5-1/2" bolt circle (#1532999)			
Front Springs (#1618084)			
Rear Springs (#1635594)			
Shock Absorbers - Front 1" - Rear 1-3/4" (#1614420) (#1405018)			
Sway Bar (#1639165)			

The following parts may be substituted in the above Chassis Parts Group at additional charge.

	Factory Retail	Factory Wholesale	D.E.H.
Rear Axle - 8-3/4" ring gear dia. and propeller shaft ass'y.			
(#1732664) - Specify one of the following axle ratios.....	\$ 21.25	\$ 16.00	\$ 1.70
3.07 (#1675461).....	3.91 (#1675465)		
3.36 (#1675462).....	4.10 (#1675466)		
3.54 (#1675463).....	4.30 (#1675467)		
3.73 (#1675464).....	4.89 (#1675468)		
Wheels - 15x8 K rims - 5-1/2" bolt circle. (1732664).....	344.75	262.00	26.30

Double Four-Barrel Carburetor Group.....	425.50	323.30	32.40
Includes: Twin Four-Barrel Carburetors (#1636649)			
Intake Manifold (#1733878)			
Exhaust Manifolds (#1733876) (#1733877)			
Exhaust Pipe - 2-1/2" - Right (#1733338) Left (#1733337)			
Muffler - 2-1/2" Pipe - (#1673259)			
Air Cleaner for Double Four-Barrel Carburetor			

To order above equipment specify Part or Group name on car order.

The foregoing Retail and Wholesale Price Columns do not include any State and/or Local Taxes, Distribution, Excise, and Handling Charge, or Transportation Charges.

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
Vice President and
General Sales Manager
DODGE DIVISION

January 13, 1956

Corrections on
Supplement to
B Bulletin J10
dated January 12, 1956

D O D G E

DIVISION OF CHRYSLER CORPORATION

CONFIDENTIAL BULLETIN

TO ALL DODGE DIRECT DEALERS:

Please note the following corrections on Supplement to B Bulletin J10 that was issued January 12, 1956.

Chassis Parts Group - item 3 should read as follows:

Wheels - 15 x $6\frac{1}{2}$ " rim - $5\frac{1}{2}$ " bolt circle (#1532999)

Double Four-Barrel Carburetor Group - items included should read as follows:

Includes: Four-Barrel Carburetor - Front (#1731639)

Four-Barrel Carburetor - Rear (#1731476)

Cylinder Heads (2) (#1734037)

Intake Manifold (#1733878)

Exhaust Manifold - Right (#1733877)

Exhaust Manifold - Left (#1733876)

Exhaust Pipe - $2\frac{1}{2}$ " - Right (#1733338)

Exhaust Pipe - $2\frac{1}{2}$ " - Left (#1733337)

Muffler - $2\frac{1}{2}$ " Pipe (#1673259)

Air Cleaner for Double Four-Barrel Carburetors (#1734944)

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS, ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
Vice President and
General Sales Manager
DODGE DIVISION

January 13, 1956

Corrections on
Supplement to
C Bulletin J11
dated January 12, 1956

D O D G E
DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL BULLETIN

TO ALL DODGE DIRECT DEALERS AND DEALERS:

Please note the following corrections on Supplement to C Bulletin J11 that was issued January 12, 1956.

Double Four-Barrel Carburetor Group - items included should read as follows:

Includes: Four-Barrel Carburetor - Front (#1731639)
Four-Barrel Carburetor - Rear (#1731476)
Cylinder Heads (2) (#1734037)
Intake Manifold (#1733878)
Exhaust Manifold - Right (#1733877)
Exhaust Manifold - Left (#1733876)
Exhaust Pipe - 2½" - Right (#1733338)
Exhaust Pipe - 2½" - Left (#1733337)
Muffler - 2½" Pipe (#1673259)
Air Cleaner for Double Four-Barrel Carburetors (#1734944)

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS ARE SUBJECT TO
CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
Vice President and
General Sales Manager
DODGE DIVISION

DATE: January 16, 1956

D O D G E
DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL PRICE BULLETIN

SUPER RED RAM V-8 ENGINE

TO ALL DODGE DIRECT DEALERS (EXCEPT IN THE STATE OF TEXAS):

The Dodge Super Red Ram V-8 Engine is being made available as optional equipment on all Coronet V-8 Body Models.

Following are Factory Retail Price at Factory, Detroit, Michigan, Wholesale Price at Factory, Detroit, Michigan, and the Distribution, Excise, and Handling charge for the above equipment installed at the Factory on Coronet V-8 Models:

	<u>Factory Retail</u>	<u>Factory Wholesale</u>	<u>D.E.H.</u>
Super Red Ram V-8 Engine.....	\$22.50	\$17.10	\$1.80
(Specify Code 0 in Column 369 on car order)			

The foregoing Retail and Wholesale Prices do not include any State and/or Local Taxes, Distribution, Excise and Handling Charge, or Transportation Charges.

ALL PRICES, ALLOWANCES, CHARGES, AND SPECIFICATIONS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

BYRON J. NICHOLS
Vice President and
General Sales Manager
DODGE DIVISION

D O D G E
DIVISION OF CHRYSLER CORPORATION
CONFIDENTIAL PRICE BULLETIN

TO ALL DODGE DIRECT DEALERS (EXCEPT IN THE STATE OF TEXAS):

Effective 12:01 AM February 28, 1956, Factory Retail Prices at Factory, Detroit, Michigan, Wholesale Prices at Factory, Detroit, Michigan, and the Distribution, Excise, and Handling Charge on 1956 Model Dodge Passenger Cars listed below are as follows:

		<u>4 Door Sedan</u>	<u>Club Sedan</u>	<u>Lancer</u>	<u>Lancer 4 Door</u>	<u>Conv.</u>		
Coronet Six	Factory Retail	\$2064.00	\$1996.00	\$ -	\$ -	\$ -		
	Factory Wholesale	1568.00	1516.75	-	-	-		
	D. E. H.	164.50	159.50					
Coronet V-8	Factory Retail	2164.00	2096.00	2222.00	2328.00	2445.00		
	Factory Wholesale	1644.00	1592.75	1688.00	1768.75	1857.75		
	D. E. H.	172.25	167.00	176.50	184.50	193.50		
Royal V-8	Factory Retail	2292.00	-	2357.00	2463.00	-		
	Factory Wholesale	1741.25	-	1790.50	1871.25	-		
	D. E. H.	181.75	-	186.75	194.75	-		
Custom Royal V-8	Factory Retail	2394.00	-	2459.00	2565.00	2663.00		
	Factory Wholesale	1819.00	-	1868.25	1949.00	2023.75		
	D. E. H.	189.75	-	194.50	202.75	210.00		
D500 Coronet V-8	Factory Retail	-	2311.50	-	-	-		
	Factory Wholesale	-	1756.50	-	-	-		
	D. E. H.	-	183.40	-	-	-		
D500 Custom Royal V-8	Factory Retail	-	-	2634.00	-	2838.00		
	Factory Wholesale	-	-	2001.25	-	2156.75		
	D. E. H.	-	-	207.90	-	223.40		
Station Wagons		<u>Suburban Six</u>	<u>Suburban V-8</u>	<u>Custom Suburban</u>	<u>Sierra 6 Pass.</u>	<u>Sierra 8 Pass.</u>	<u>Custom Sierra 6 Pass.</u>	<u>Custom Sierra 8 Pass.</u>
	Factory Retail	2272.00	2372.00	2492.00	2481.00	2579.00	2622.00	2720.00
	Factory Wholesale	1726.25	1802.25	1893.50	1885.00	1959.50	1992.25	2066.75
Dodge Taxicab	D. E. H.	180.25	188.00	197.00	196.25	203.75	207.00	214.50
		<u>Six</u>	<u>V-8</u>					
	Factory Retail	2110.00	2210.00					
Police Pursuit Cars	Factory Wholesale	1603.50	1679.50					
	D. E. H.	168.00	175.75					
		<u>4-Door Sedan V8</u>	<u>Club Sedan V8</u>	<u>Suburban V-8</u>	<u>Sierra 6 Pass. V8</u>			
	Factory Retail	2210.00	2143.00	2419.00	2528.00			
	Factory Wholesale	1679.50	1628.25	1838.25	1920.50			
	D. E. H.	175.75	170.50	191.50	199.75			

March 14, 1956

Supplement to
B Bulletin J10 and
Supplement of
January 12, 1956

D O D G E

DIVISION OF CHRYSLER CORPORATION

CONFIDENTIAL BULLETIN

TO ALL DODGE DIRECT DEALERS:

OPTIONAL EQUIPMENT - D500

The following are optional equipment for the Dodge D500 Cars.

For the D500 Engine (Bulletin B-J10)
Camshaft (#1737810)

For Chassis Parts Group (January 12, 1956 Supplement B-J10)
The following additional gear ratios are available for 8-3/4" Rear
Axle.

4.56 (#1670746)
5.83 (#1738735)

For the Double Four-Barrel Carburetor Group (January 12, 1956
Supplement to Bulletin B-J10)
Cylinder Heads (2) - 10 to 1 Compression Ratio (#1734049-1)
Valve Push Rods - Exhaust (#1737819) For use with above head only.
Valve Push Rods - Intake (#1737820)

The above options will be furnished in the Groups at the established
group prices listed in Supplement of January 12, 1956 to Bulletin B-J10.

BYRON J. NICHOLS
Vice President in Charge of Sales
DODGE DIVISION

March 14, 1956

Supplement to
C Bulletin J11
and Supplement of
January 12, 1956

D O D G E

D I V I S I O N O F C H R Y S L E R C O R P O R A T I O N

C O N F I D E N T I A L B U L L E T I N

TO ALL DODGE DIRECT DEALERS AND DEALERS:

OPTIONAL EQUIPMENT - D500

The following are optional equipment for the Dodge D500 Cars.

For the D500 Engine (Bulletin C-J11)
Camshaft (#1737810)

For Chassis Parts Group (January 12, 1956 Supplement C-J11)
The following additional gear ratios are available for 8-3/4" Rear Axle.

4.56 (#1670746)
5.83 (#1738735)

For the Double Four-Barrel Carburetor Group (January 12, 1956 Supplement to
Bulletin C-J11)

Cylinder Heads (2) - 10 to 1 Compression Ratio (#1734049-1)

Valve Push Rods - Exhaust (#1737819)

Valve Push Rods - Intake (#1737820) For use with above head only.

The above options will be furnished in the Groups at the established group prices listed in Supplement of January 12, 1956 to Bulletin C-J11.

BYRON J. NICHOLS
Vice President in Charge of Sales
DODGE DIVISION

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